

Target Market Program

Implementation Proposal



Are you a small business looking for new ways to do business with the City of Minneapolis? Do you know the benefits of the Target Market Program (TMP)?

The City of Minneapolis has long been a champion of small businesses throughout our region, and recognizes that small and entrepreneurial businesses drive our robust and thriving economy. Furthering these efforts, the city is considering implementing the Target Market Program, a new program aimed at: 1) increasing competition; 2) expanding opportunities for historically underutilized small-businesses; and 3) stimulating local economy by boosting increased economic opportunities in the City's marketplace.

Under the Target Market Program (TMP), qualified small-businesses will have the ability to respond alongside other similarly situated small-businesses for City contracts **up to \$100,000** instead of competing against larger, more established companies.

ELIGIBILITY

Who is eligible?

To qualify for the City of Minneapolis' Target Market Program (TMP), the following criteria is being considered:

- The business must be independently owned and controlled
- The principal place of business must be within the 11 county metro area
- The business must meet existing federal (SBA) small business standards
- Average gross receipts may not exceed \$23.98 million
- The principal owner of the SBE must not have a personal net worth of over \$1.32 million

PARTICIPATION

How can I participate?

All you will have to do is register with the City of Minneapolis Procurement Division – it's that easy! Registration requires a self-certification form that attests to your qualifications as a Small Business Enterprise.

PROGRAM START DATE

When will it begin?

The goal is to pass an ordinance in late summer/early fall with an effective date of January 1, 2017

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THE CITY WOULD LIKE TO GET YOUR THOUGHTS

Will there be other opportunities for public comment?

Staff is working on outreach opportunities throughout the coming months to solicit input and feedback. The expectation is for a draft ordinance to be presented to the City Council followed by the standard steps towards approval, including ordinance introduction and ensuring ample opportunity for public comment.

CONTRACTING OPPORTUNITIES

How will I know what contracting opportunities are available to me?

Visit the Procurement website and subscribe for email alerts. The City of Minneapolis will send email alerts every time there is a bid or RFP being issued.

<http://www.minneapolismn.gov/finance/procurement/index.htm>

TARGET MARKET PROGRAM vs. SUBP

How is this different from the City's SUBP program?

The Target Market Program (TMP) is a race and gender neutral program. Unlike the Small and Underutilized Business Program (SUBP) that focuses specifically on Minority and Women-owned businesses, the TMP is intended to level the playing field for all small businesses.

MORE INFORMATION

How can I learn more about this program?

As the City moves forward with this initiative, we will be providing additional information about the program on the Procurement website.

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Staff is working on outreach opportunities throughout the coming months to solicit input and feedback. The expectation is that a draft ordinance will be presented to the City Council who will follow all the usual steps towards approving such an ordinance, including its introduction and ensuring there is ample opportunity for public comment.

We would like to hear from you – Please email us at TargetMarket@minneapolismn.gov with your comments, suggestions and questions.